



iSocialise ~ the new face of Customer Services

For many, social media has become central to how we live our lives. More than 320 million of us log into Facebook at least once a day; we send 95 million Tweets and 40% of people aged 30 to 50 access a social network every day.

It is also fast becoming the place where we tell the world what we think about products, brands and customer service experiences. According to recent research, 53% of people on Twitter recommend companies in their Tweets, and, whilst only 18% of us trust television advertising, 78% of us believe what our peers tell us on social media.

Companies now know they need to be both aware of these conversations and acting on them, addressing complaints and acknowledging praise. Tools are now available to monitor social interactions and marketing can manage a certain amount of posts but the volume of social comments can soon become overwhelming.

Connecting social media into multi-channel customer service

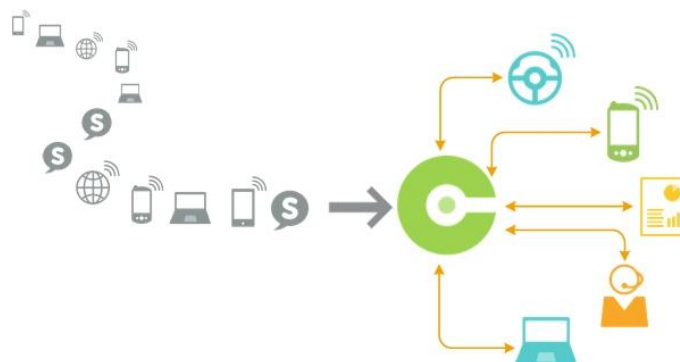
The challenge for organisations is how to leverage social interactions as a customer service tool and so add value to the business. It's not just about monitoring, it's about how social interactions are prioritised, routed, acted on and tracked. To cope with the volume of posts, provide a timely response and action requests, a social customer service strategy must be connected into the contact centre. Social posts need to be managed alongside email, calls, SMS and web interactions and a consistent exemplary service provided across these channels.

As a solution to these requirements, mplsystems have developed **iSocialise**; the social media tool set which forms part of the **intelligentContact (iContact)** technology.

iSocialise incorporates:

- A Facebook Interaction Portal:** a tool which embeds into your corporate Facebook page and allows interactive chat between the customer service agent in the call centre and customers. New promotions can be broadcast and customer service issues can be managed.

- Social Monitoring Tools:** provide real time insight into your brand opportunities and threats by monitoring social posts on sites such as twitter and Facebook. Different search criteria can be used to identify critics or find new leads. These criteria can be simply provisioned in the contact centre and will determine the way different posts and queued prioritised and routed.
- Universal Customer Service Queue:** Social interactions can be prioritised and routed, alongside call, emails and website queries. The criteria set to queue posts on different topics will enable them to be routed, along with calls and email, to the agents with the best skills or knowledge to deal with that topic,



- Universal customer database:** To provide an exemplary and consistent customer experience across all channels requires all customer details and history to be available to the 'socially enabled agent' dealing with a post. By associating the post with existing call, email or web based interaction history and relevant knowledge base, the agent is provided with the tools they need to respond to comments and action requests.
- Business Automation:** automated workflow processes and tracks the responses to social interactions to ensure that the agent manages any opportunities that arise or actions any requests. The agent can easily escalate posts to different departments or internal experts. The agent desktop can be easily connected to back office systems to enable the 'social agent' to place orders or bookings with mobile field service staff.



The feature set of iSocialise is designed to integrate social media into the customer service function, by delivering the following key benefits:

1. **Identify key social posts:** Social monitoring tools enable businesses to start listening to what people are saying about their products, service and brand. By setting different criteria for these searches, different types of posts may be identified: for example, critics can be identified in order to resolve their issues or ambassadors found and used to promote to the online community. The social space provides the perfect hunting ground for clients looking for your products and services and, by setting different search criteria, new leads can be identified.
2. **Provide a quick, informed response:** social interactions can be prioritised and routed in different queues according to criteria which are easily set up in the contact centre. If a post requires immediate attention, it may be prioritised ahead of other media types and routed to a specific agent. Criteria can be set to route posts on different topics to the agents with the best skills or knowledge to deal with that type of query.
3. **Offer a complete view of customer:** by integrating social interactions into a multi-channel contact platform, all customer details are available and any previous communication history via other channels, e.g. voice, emails, can be accessed. Integration with back office systems enables the agent to determine the status of existing orders or requests.

4. **Reduce contact centre traffic:** carefully managing social interactions as well as calls and emails can actually reduce the volume of requests to the contact centre. Social media is a broadcast medium and answers are provided to the social community; if you wish to share information on a current issue, e.g. strike at an airport, best practices or top tips to deal with a particular product issue, this can be communicated to the community via the Facebook Interaction Portal, reducing the inbound load on your contact centre.
5. **Resolve issues, manage workflow and respond:** managing the customer experience is not just about listening to requests; it's about managing and resolving these requests. If a resolution to a problem is not provided within 24 hours then you can be sure that the online audience will hear about it. So, connecting the agent desktop to the rest of the organisation is essential. Business automation software, an integral part of iContact technology, ensures requests can be automatically sent and provisioned on relevant back office systems. The software will track and manage these requests and automatically report back by any channel.



Business Benefits

- ☛ Integrate social contact with all customer touch points
- ☛ Increase right-person-first-time conversations
- ☛ Convert customer contact into sales opportunities
- ☛ Improve customer satisfaction and brand advocacy
- ☛ Identify new product development opportunities
- ☛ Collaborate with and learn from your customers
- ☛ Increase customer lifetime value
- ☛ Protect and promote your brand